May Co. targets local shoppers
Increased competition no worry to SLO businesses

By Tara Gambelvo

Despite an aggressive marketing campaign targeting local shoppers, San Luis Obispo department store managers seem unconcerned about a new May Co. department store scheduled to open in the fall.

"Santa Maria has always been over-stored," he said. "They've always wanted to steal customers from San Luis Obispo."

The Business Improvement Association has not heard any complaints from merchants yet, said Bob Hass, assistant director.

"But anytime a new large commercial entity enters the local market, it affects other businesses in the area," she said.

The sales promotional director of Riley's in San Luis Obispo is worried about May Co. as a business threat.

"Certainly I see them as competition," said Nicola Simpson, director. "I'm very unhappy with the selection in this area. I'm certainly a person who will travel to Santa Maria to increase my selection."

She said she would like to make some changes in Riley's advertising, but she has not received any support from the owners. Ford's of Watsonville.

Jim Turner, manager of Gottschall's in San Luis Obispo, said his store also will not make any special preparations.

"I'm not worried about it," he said.

Managers from Mervyn's, J.C. Penney and the Central Coast Plaza were unavailable for comment.

Williams of the BIA questioned whether San Luis Obispno customers will continue to travel to Santa Maria after the novelty wears off.

"I don't know how inclined people will be to travel that distance on a regular basis," she said.

See MAY CO., page 3

Local rancher wants hikers off property

By J.W. McPhail

Hiking on Bishop's Peak and San Luis Mountain could soon be illegal because hikers are leaving behind trash, cutting fences, scarifying cattle and leaving gates open.

Despite signs posted on fences, Alex Madonna, who owns Cerro San Luis and the base area to Bishop's Peak, said Monday that he hasn't started enforcement of the "no trespassing" policy that exists in both areas. However, he said, he will begin enforcement if problems continue.

"I don't owe anybody anything," said Madonna, adding he has nothing against hikers on his land, as long as they treat it with respect.

Madonna raises Hereford cattle on the land and in the past at least two were hit by cars because of cut fences. One was a bull worth $15,000.

He said that his cattle breeding program depends on keeping track of which cows were mated with which bulls, and gates left open can mix up the process. The registered cattle are valuable, said Madonna, to be sold one bull sold for $65,000. Loose dogs are another hassle.

"I don't owe anybody anything," said Madonna.

"They (hikers) should take care of that," he said.

Sexism in TV news
less apparent, more crafty, says anchor

By Doug DiFranco

Too old, too ugly and not doing it anymore. That's what executives at KMBC in Kansas City told anchor Christine Craft only eight months after hiring her in 1980. They had known she was 36 years old, "had lines, bags under her eyes and had been exposed to "too much California sun," she said.

That was the way they had wanted her, she was told, "the California look."

But they fired her anyway.

And talk she has. Her experiences in Kansas and California make her one of the most publicized stories of court battles regarding discrimination and the broadcast media. Craft ultimately lost the suit, when two judges overturned the jury's decision in her favor. Some thought she would never work in television again.

Now, nine years and a successful career in broadcasting, Craft has recovered. She's still working, and ironically for more money than she was making as a reporter in Kansas City prior to the court battles.

And talk she has. And as long as people continue to ask her about the infamous "Christine Craft trial" she'll be willing to answer.

And talk she has. Her experiences in Kansas and California make her one of the most popular speakers on the college circuit, and in 1984, she was voted one of the five best collegiate lecturers in the country.

On Monday, she took time out from her anchoring and reporting job at KNBC-TV in Sacramento to address a crowd at Allan Hancock College in Santa Maria. Nearly 100 people attended Craft's speech, which was sponsored by the Women's Week Committee at AHC.

Inside

With Cal Poly's campus and reputation constantly spreading, the origins of this university are seldom remembered. In today's In­sight, read about the begin­nings of the university and Myron Angel, whose philosophy of learning a trade and getting an education were the base for out "hands on" creed.

Page 5
The demise of nuclear energy

By Alex Antypas

During the 1960s, in the early years of commercial nuclear power, a kind of euphoria befell the utility industry. Utilities estimated that 1,000-megawatt reactors would cost as little as $150 million a copy and be virtually as reliable as electricity that would be clean, safe and "too cheap to meter." In spite of problems already nagging at the war's end, the bandwagons of the early 1970s continued well into the 1970s. In 1975, and not until several years into this decade, the fact is, this "policing action" (our government's efforts to force utilities to control our own kind of contamination) did not end a war and actresses do not end a war, either. We do. Sylvester Stallone did. You did. Rambo, we did.

Editor — In his column "We can create life without war" of March 6, John Baker says that we have the ability to override our own instincts and bequeath that ability to stop war. Any institution that runs counter to human nature cannot and will not have the power to override our instincts. We are our instincts. Our minds are only tools that remain motionless without our drives. We do not override our minds. They will not go away, they will only become more distinguished and manifest themselves as to what we are. If we attempt to create peace by reasoning with those who cannot reason, then humanity will be saved from wars not only by destruction but by disfigurement within the deep moods. Aggressiveness has only become a threat to us as a nation, because of our oversimplified, passiveness. People would rather fight the price of freedom than think for themselves.

Baker's goal is a good one. But he is a doctor who, to prevent a patient from having a headache, thought to decapitate him.

Patrick Owen Wheatley, Jr.
Mathematics

Editor — In response to Monday's letter on ROTC's wake-up call: Ladies, it can be difficult in these times of military cutbacks and increased political unrest in the world to be in the military. Retention is a problem in today's army. Future officers are required to be more literate, more articulate, more tactful, and more motivated. We at Cal Poly, while not always being the best, most motivated and articulate officers to serve in our army, this year we did move from the top of the list of ROTC units to the bottom of the list. So maybe the military science department is very concerned with your unhappiness. If you do happen to hear the motivating calls of our future officers again, think about the fact that our training increases the chance of our soldiers and their leaders of coming home from the war, as opposed to being killed there. This is the price of freedom and one early morningAmerican Indians say they don't see costs. Bakers, they see естьs.

Humans cannot override instinct Early wake-up: price of freedom

.......

Letters to the Editor

War does not solve problems

Editor — Americans didn't waste any time in blaming Russia's involvement in Afghanistan. While Soviet newspapers criticized their country's involvement in the Afghan War, yet, in Matthew Wisbey's column on Feb. 27, he says that our press caused this. How can we blame the Soviet people when they would not support their own government? The fact is, this "policing action" (our government's efforts to force us to control our own kind of contamination) did not end a war and actresses do not end a war, either. We do. Sylvester Stallone did. You did. Rambo, we did. Editors of the newspapers in Russia did not have to worry about being drafted, so they had the time and the urge to write. Many professors themselves are too polite, or do not feel it is their place, to chaste students for this behavior. So, from students to professors, stop embarrassing those of us who do have manners. Let professors finish their lectures.

BLOOM COUNTY

by Berke Breathed

by Berke Breathed

The newspaper for Cal Poly.

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Opinion

Mustang Daily

Wednesday, March 8, 1969

April Karys, editor
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Nicole Jones, insight editor
Shelly Evans, lifestyle editor
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Amber Wisdom, assist. photo editor
Peggy Smith, business manager
Jacqueline Task, math adviser


Mustang Daily is published daily by the Cal Poly Journalism Department.

Unsigned editorials reflect the majority view of the Editorial Board.

From page 1 which she said is regarded in the business as "a rite of passage, akin to being born again." This, she said, is done to give the anchorperson "an illusion of credibility."

Being made over did not appeal to Craft, who describes herself, not as a feminist, but as an individualist. "They tried to make me look like something I wasn't. I lost the best abilities of who I was on the air," she said.

Her segment on CBS Sports lasted less than a year. Craft, a native of Carpenteria and a graduate of UC Santa Barbara, returned to Sanu Barbara to work as anchor of KEYT-TV news. She soon received an unsolicited call from Metromedia in Kansas City, asking her to audition for the anchor spot at KMBC. And so she went.

Craft said the comments regarding her appearance and attitude resulted from a consultant survey asked to "redneck males" in the Kansas City area. Craft noted that the questions were pointed in nature, such as: "You'd rather have sex with Ann Mustang DaMy W©dr®esday. March 8.1989

Peterson over on Channel 5, wouldn't you?" and "Face it. Christine Craft is a real mutt. Let's chip in to send her back to California."

Such questions, Craft said, resulted in blank stares from the people being surveyed, and the consultants interpreted this as the men not finding Craft a worthy anchor, due to her lack of sex appeal.

"When the ratings were in, for the first time we had gone from number two to number one in television news." Yet Craft was not found to be a suitable anchor, due to her looks and intelligence. "Age, race and sex are not worthy of deference," Craft said. "There is no gender specific quality which makes one a better journalist."

Craft decided to sue, and despite winning both trials, a panel of three judges overturned each jury decision.

"There are 49 percent of jury verdicts are thrown out by judges because they disagree with the outcome." Craft said she feels many judges bend to corporate pressure, and some are See CRAFT, page 6

Garth said San Luis Obispo pulls in about the same amount of tax dollars as Santa Maria, but it attracts different customers. San Luis Obispo customers "buy less, but of better quality," he said.

"If it were a Macy's or a Nordstrom's, that would be a different story," Garth said. Speciality stores are growing more quickly in San Luis Obispo than department stores, he said. Shopping centers such as the proposed Court Street Plaza and French Pavilion will target these speciality store customers.

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Diego barefoot with all their

Kansas and arrived in San

Myron Angel, a man who once

the state's history, writing histories of

Angel tried several other jobs, 

my money left to pay for a new school in San Luis Obispo, he said.

It was the railroad, so often a villain in historical tales, that 

Southern Pacific Railroad had just completed a 17-mile track over Cuesta Grade from Santa Margarita to San Luis Obispo. The school along its track meant traveling students and families — and increased income for the railroad.

With this power now behind the pro-school forces, a bill creating a co-ed school for San Luis Obispo became law on January 1, 1902.

According to the measure, the school was to provide "mental and manual training in the arts and sciences, including agriculture, mechanics, engineering, and the business methods, domestic economy and such other branches as will fit the student for the professional and domestic walks of life."

Myron Angel had the school he had always wanted.

But, except for its philosophy, the three-year trade school wasn't much like the Poly of today.

There was no tuition, for instance. Students only had to pay a $10 laboratory fee; room and board at the dorm was $20 a month.

Prospective students had to be at least 15 years old and had to have graduated from the eighth grade or be able to pass certain proficiency exams.

There were only three courses of study, agriculture, mechanics, and home economy. The archives are silent on whether incoming students had to declare a major.

On Jan. 21, 1903, the corner stone in the first building of the new school was laid. Ten months later California Polytechnic School opened with a president, three faculty members and 14 students.

Not all of the buildings had been finished in time for the opening, so classes were held in whichever rooms were not being worked on that day.

For the first month, until electricity was hooked up, students did their studying by candles and kerosene lamps.

President Anderson, the first president of Cal Poly, and his wife, lived in the dormitory with most of the students. It contained a parlor, dining room, kitchen, laundry, five bathrooms and 36 bedrooms complete with closets.

The Andersons became like second parents to the students. Mrs. Anderson could often be found darning socks, mending clothing, or offering advice to the young students.

Attendance jumped to 60 students the second year, and up to 100 the third year. Faculty also increased. By 1906, the staff at the school numbered 13.

The "learn by doing" creed was established early in Cal Poly's history. The students' days were divided into two sections — classes such as English, mathematics, and chemistry occupied the morning hours, and the afternoons were spent on the practical work of their chosen field.

Horticulture students planted, sprayed, pruned, and cared for fruit trees and vines. Many of the school's buildings were built by the carpentry students. Mechanical students worked on the forge and agriculture students worked in the garden, or learned skills such as testing milk, or making milk and cheese.

Study and work did not occupy all the students' time. The very first school social function was a party for the students and the Andersons held by Reverend Harry Hillary.

In a debate against the San Luis Obispo High team, Cal Poly won its first silver cup.

But the big event was the First Annual Farmers' Institute and Basket Picnic.

More than 200 persons brought their lunches to the school grounds and looked over the new buildings. There were speeches from trustees.

Sort of an early Poly Royal.

The Poly football team of 1917 was a rough bunch of guys. Pictured in the background (left) is the Career Center.

Top photo; Cal Poly Administration building(1901-1920) Times have changed! All photographs from Special Collections, California Poly State University.

By Michelle Bouchet
CRAFT

From page 3 even bought out by large companies with a lot of money.

Despite the fact that Craft lost her suit, she feels that, in a way, she has won. Due to her trial, Craft said she feels things are slowly changing in the broadcast field, "some for better, some for worse."

Better, because, Craft said, the practice of discrimination continues in some places where station managers are more careful in how they phrase their discriminatory remarks. "The motivation behind Craft's fight stems from standards she feels all reporters and anchorpersons have.

Journalists "should be informed, well-read and bright. There should be an emphasis on genuine credibility," she said.

"There's nothing wrong with being gorgeous and bright," she added.

Craft's own strong-willed personality made it easy for her to fight for her principles.

"As a reporter, I see a lot of death, which has caused me to realize that life's awfully short," she said. "You've got to stick up for yourself, and have a sense of keeping their jobs. When you get pushed too far, fight back.

"If you don't stand for something, you're liable to fall for anything."

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CRAFT

Visiting CEO promotes worker-owned companies

By Dave Pagan

The founder of one of the largest employee-owned companies in the nation lectured on the virtues of employee-ownership at Cal Poly on Monday.

J. Robert Beyster, who is the CEO and Chairman of the Board at Science Applications International Corporation (SAIC), visited the campus to provide information on the concept of employee-owned companies.

"The value of our company is determined by the employees and what they do," Beyster said.

"The owners of the company should really be the ones who are contributing to the success of the company."

SAIC is so concerned with retaining its private status that it refused to sell shares to anyone other than its employees. If an employee leaves the company, they can keep their stock or give SAIC the chance to buy it back.

Beyster said that although SAIC is not a public company, it is not adamantly opposed to public-owned companies.

"I think a public-owned company, where the employees own 70 percent and the remaining 30 percent is in the public market, would not be a bad situation," Beyster said. "When employees have no ownership, I feel there is a problem."

When the creative people within a company don't have much to show for their efforts the company's productivity will suffer," Beyster said.

Beyster said that success of an employee-owned company depends on getting the work force behind the management.

In 1988, SAIC recorded $864 million in sales, with a net profit of $25 million from its 10,000 employees, Beyster said.

Working with the Defense Department is difficult, he said, because of constant budget changes associated with new administrations.

SAIC has recently begun to shly away from its dependence on military projects by expanded into civilian markets.

In 1987, SAIC was awarded a three-year $111 million contract with the Energy Department to design an underground radioactive waste disposal site at Yucca Mountain, Nev.

That same year, Beyster established the Foundation for Enterprise Development to spread the concept of employee ownership and improve U.S. competitiveness in world markets.

Beyster decided to promote SAIC's concept of employee ownership when he resigned from his position as SAIC president last June. "I wanted to let people know what employee ownership can do for them," Beyster said.

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Sports

Poly backhands defending champs

By Dave Pagan
Staff Writer

The Cal Poly men's tennis team scored the biggest win of the season by upsetting the NCAA Division II national champions on Saturday.

The Mustangs, who defeated visiting Chapman college 6-3, were led by No. 1 singles player Tim Fresenius.

Fresenius defeated 1988 national semifinalist Oliver Amerlinck in three sets.

Fresenius dropped the first set 6-7 before crushing the fourth-ranked Amerlinck 6-2, 6-1 to take the match.

Other singles winners for the Mustangs were Alex Havrilenko, Eric Sasso and Max Allman.

Brendan Walsh and Greg Brice were the only singles players to lose for the Mustangs.

Walsh was defeated by Chapman's Laurent Droopy 6-1, 7-6 and Brice lost a tough match to Pete Bohan 6-3, 6-7, 7-5.

In doubles action, Fresenius and Havrilenko teamed up for a 6-4, 6-2 win over the team of Amerlinck and Alan Junio, while Allman and Sasso were extended to three sets before taking their match.

Walsh and Brice dropped the last match for the Mustangs with a two set loss.

The Mustangs (9-4) will host Sonoma State on Thursday at 2:00 p.m.

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